

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT JAGGERS, INC.

Ad No. 594-(BIRTHDAY CAKE)-Req. No. 77157-1/2 Page-(4 5/16 x 11 inches)-4/c Bleed  
National Magazines, (Rotogravure) 1984  
Printed in U.S.A.

# SARATOGA 120's

Leisure length. Low in tar.

*"I don't care what  
you say...I'll be  
29'til I finish  
my Saratoga."*



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15 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report Mar '83

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

